



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/544,036	04/06/2000	Catherine Lin-Hendel	101156-5001-US	7503
24341 7590 03/18/2009 MORGAN, LEWIS & BOCKIUS, LLP. (PA) 2 PALO ALTO SQUARE 3000 EL CAMINO REAL PALO ALTO, CA 94306			EXAMINER TRAN, MYLINH T	
			ART UNIT 2179	PAPER NUMBER
			MAIL DATE 03/18/2009	DELIVERY MODE PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	Application No.	Applicant(s)	
	09/544,036	LIN-HENDEL, CATHERINE	
	Examiner	Art Unit	
	MYLINH TRAN	2179	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 19 November 2008.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-49 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-49 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/ are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All    b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

Art Unit: 2179

### **DETAILED ACTION**

In view of the newly discovered references, PROSECUTION IS HEREBY REOPENED. If applicant wishes to reinstate an appeal after prosecution is reopened, appellant must file a new notice of appeal in compliance with 37 CFR 41.31 and a complete new appeal brief in compliance with 37 CFR 41.37.

**A Technology Center Director or designee has personally approved the REOPENED PROSECUTION set forth above by signing below:**

Based on the BPAI's decision mailed on 11/19/08, Claims 32-47 have been affirmed and are rejected under the same grounds of rejection as set forth in the 06/02/2006 Office Action and included below. Claims 1-31, 48 and 49 are pending and rejected under the new ground of rejection as set forth below.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

1. **Claims 1-24, 26-30 and 48 are rejected under 35 U.S.C. 103(a) as being unpatentable over Allard et al. [US. 6,249,773] in view of Yonezawa et al.**

**(Patent No. 5905973).**

Art Unit: 2179

**As per independent claims 1, 27 and 48**, Allard et al. teaches a computer implemented method and corresponding system for selecting and simultaneously displaying a plurality of digitally stored objects comprising the steps/means:

means for displaying an array of digitally stored objects (see figure 2 and col. 6 lines 56-67, wherein Figure 2 shows a plurality of sale products in a plurality of rows; wherein each row representing a sale product; further note sale products are stored in Inventory Warehouse DB 30 as shown in Fig. 1);

means for displaying digitally stored objects via a webpage (e.g., see Figs. 1, 2 and col. 4, lines 11-27; wherein the plurality of sale products are displayed in a Web browser, i.e., NETSCAPE);

means for selecting on said webpage a plurality of the displayed digitally stored objects (e.g., see Fig. 2 and col. 5 lines 58-67; wherein check boxes 70 allow the user to select a plurality of sale products on the Web browser), each displayed digitally stored object having at least one dynamically linked associated destination object (e.g., see Fig. 2 and col. 5 lines 58-67, col. 6 lines 56-67; wherein the check boxes allow the user to dynamically include the selected objects into a shopping list/cart);

Allard et al. teach means for retrieving the at least one dynamically linked destination object for each selected one of the plurality of the displayed digitally stored objects together from a storage medium (e.g., see Figs. 2, 5; wherein multiple selected objects in the list/cart can be retrieved by clicking the function "View Cart Contents" option in a pull-down menu).

Art Unit: 2179

While Allard et al. shows a "shopping cart" option that can be selected in a pull-down menu (e.g., see Fig. 5), Allard et al. does not explicitly show what the shopping cart looks like on the screen in response to the selection of this option. Particularly, Allard et al. does not expressly mention that the multiple retrieved objects are simultaneously displayed together in a single window for viewing.

However, simultaneously displaying the plurality of retrieved items of the shopping list/cart in a single window for viewing is a well-known feature as demonstrated by Yonezawa et al. (wherein Fig. 4 shows an example of the shopping cart/basket contents having a plurality of retrieved items of the shopping cart/basket being simultaneously displayed in a single window). Accordingly, it would have been obvious to one of ordinary skill in the art, at the time the invention was made, to have modified the shopping list builder of Allard et al. to include the well-known feature of simultaneously displayed the retrieved objects of the shopping cart/basket in a single window for viewing to achieve the claimed invention. One would be motivated to make such a combination is to provide the ability for the customer to review the selected objects concurrently before deciding to buy the selected items; thus, to promote a business.

**As per claim 2**, Allard et al. teach means for providing a two-dimensional array of graphical thumbnails of the digitally stored objects (figure 5, the two-dimensional array of graphical thumbnails 100 including the stored objects 110, 112 and 114).

Art Unit: 2179

**As per claim 3**, Allard et al. teach the graphical thumbnails in the two-dimensional array can be selectively scrolled at any one of the plurality of speeds, and can be selectively stopped from scrolling (figure 5, a scroll bar).

**As per claim 4**, Allard et al. teach the graphical thumbnails in the two dimensional array can be selectively scrolled vertically (figure 5, the scroll bar).

**As per claim 5**, Allard et al. teach the scroll bar (figure 5). Allard et al. fail to teach the graphical thumbnails in the two dimensional array can be selectively scrolled horizontally. However, it is well known and would have been obvious to a person of ordinary skill in the art at the time of the invention to modify the system of Allard to include the scroll bar to combine with the well known implementation of scrolling horizontally. The motivation of the combination would have been to display hidden items/objects that are not currently shown.

**As per claim 6**, Allard et al. fail to clearly teach the two dimensional array of graphical thumbnails having a selectively adjustable number of columns and rows. However, it would have been obvious that a programmer/a software engineer should be able to adjust the number of columns and rows and to change a format of a table display.

**As per claim 7**, Allard et al. teaches means for sub-framing information associated with the selected plurality of digitally stored objects (figure 1, sub-framing information (70) and sub-framing information (72)).

**As per claim 8**, Allard et al. teach the sub-framing means including a horizontal dynamic scroll bar that allow an orderly arrangement and presentation of textual information (figure 2 includes the scroll bar).

Allard et al. fail to teach the horizontal dynamic scroll bar. However, it is well known and would have been obvious to a person of ordinary skill in the art at the time of the invention to modify the system of Allard to include the scroll bar to combine with the well known implementation of scrolling horizontally. The motivation of the combination would have been to display hidden icons that are not shown.

**As per claims 9-10 and 28**, Allard et al. teach the selection means includes a different check box associated with each one of the plurality of digitally stored objects (figure 2, check boxes (70); the retrieval means includes a submit button or a "go" button (figure 5, selecting "View Cart Content"); each one of the plurality of displayed digitally stored objects adapted to be selected one at a time by using a computer input device to select a different check box such that a check appears in the check box (figure 2, a pick list includes multiple check boxes); and invoking the submit button using the computer input device retrieves together and simultaneously displays together the associated destination objects (figure 5, selecting the "View Cart Content").

**As per claim 11**, Allard et al. teach single clicking on the selected check box de-selects a link to the associated destination object so that the check box reverts

Art Unit: 2179

to being unchecked indicating that the associated destination object is un-selected (figure 2).

**As per claims 12 and 29**, Allard et al. the selection means being adapted to select each selected displayed digitally stored object of the selected plurality of displayed digitally stored objects one at a time by pointing to a different link-token associated with each different one of the plurality of displayed digitally stored objects and (figure 2, the pick list (70), after all of the selected plurality of displayed digitally stored objects have been selected (all of the items in the check list are selected), single clicking a computer mouse button (figure 2, clicking "ADD TO CART"); and double clicking the computer mouse button retrieving together and simultaneously displays together the associated destination objects (figure 5, select "VIEW CART CONTENTS");

**As per claims 13-14**, It would have been obvious that Allard et al. teach each one of the different associated link-tokens being a first color and each time one of the plurality of digitally stored objects is selected by single clicking the computer mouse button, the first color changes to a second color to indicate the selection of the digitally stored object because changing a first color to a second color to indicate the selection of the digitally stored object is very basic of HTML. The color is changed by default. The motivation would have been for the user to recognize the object link being selected.



**As per claim 15**, Allard et al. teach single clicking on the selected link-token de-selecting the link-token so that the link-token reverts to the first color indicating the de-selection of the link-token (figure 2).

**As per claims 16**, Allard et al. teach means for selecting the plurality of digitally stored objects one at a time by pointing to and clicking on a different link-token associated with each different one of the plurality of digitally stored objects (figure 2, column 5, line 56 through column 6, line 20).

**As per claim 17**, which is dependent on claim 16, it is a similar scope to claim 13; therefore, it should be rejected under similar rationale.

**As per claims 18**, Allard et al. teach the selection means being employed and the retrieval means being invoked using a computer mouse having a first button and a second button (figure 5, "ADD TO CART" button and "VIEW CART CONTENT" button), the plurality of digitally stored objects being selected one at a time by pointing to a different link-token associated with each different one of the plurality of digitally stored objects and clicking the first (figure 2), and then after all of the plurality of digitally stored objects have been selected (the first button "ADD TO CART" is selected, all of the objects are selected and stored in the shopping cart, clicking the second computer mouse button to retrieve and simultaneously display the associated destination objects (the second button "VIEW CART CONTENT" is selected, all the retrieved objects simultaneously displayed).

**As per claims 19 and 20**, which are both dependent on claim 18, it would have been obvious that Allard et al. teach the first one of the retrieved associated

Art Unit: 2179

destination objects simultaneously displayed for viewing being made larger than the other simultaneously displayed destination objects by using a computer input device to invoke the first destination object, and when the computer input device being used to invoke a second one of the retrieved associated destination objects simultaneously displayed for viewing, the first destination object returns to the same smaller size of the other simultaneously displayed destination objects and the second destination object is made larger than the other simultaneously displayed destination objects because Allard teaches an hyper text markup language HTML page. Making larger an object image by using a computer input device is very basic of HTML. in order to provide better view for the users.

**As per claim 21**, which is dependent on claim 18, it is a similar scope to claims 13 and 14, therefore, it should be rejected under similar rationale.

**As per claim 22**, which is dependent on claim 1, Allard teaches the system being used on a personal computer (column 4, lines 10-25).

**As per claim 23**, which is dependent on claim 1, Allard teaches the system being used with a computer network (column 4, lines 10-25).

**As per claim 24**, which is dependent on claim 1, Allard teaches the system being used on a CD ROM (column 4, lines 10-25).

**As per claim 26**, which is dependent on claim 1, it is inherent that system would be implemented using software.

**As per claim 30**, Allard et al. teach selecting each one of the plurality of digitally stored objects one at a time by pointing to a different link-token associated

Art Unit: 2179

with each different one of the plurality of digitally stored objects and after all of the digitally stored objects have been selected. It would have been obvious that Allard et al. teach clicking the first computer mouse button while holding down the second computer mouse button and clicking the first computer mouse button without holding the second computer mouse button in order to control the selection of these objects.

**2. Claims 31 and 49 are rejected under 35 U.S.C. 103(a) as being unpatentable over Allard et al. [US. 6,249,773] in view of Yonezawa et al (Patent No. 5905973) and further in view of Daughtrey [US. 7,409,643].**

As per claims 31 and 49, Allard et al. and Yonezawa et al. teach the limitation of claims 27 and 48 for the same reasons as set forth in the foregoing rejection of claims 27 and 48. Allard et al. and Yonezawa et al. do not teach primarily textual content associated with each one of the retrieved associated objects being sub framed. However, Daughtrey teaches the content associated with retrieved associated objects being sub-framed (figure 3, window 76). It would have been obvious to one of ordinary skill in the art, at the time the invention was made, to have modified the shopping list builder of Allard et al. and Yonezawa et al. to include the sub-frame of Daughtrey. The motivation of the combination would have been to organize information.

Art Unit: 2179

**3. Claim 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Allard et al. [US. 6,249,773] in view of Yonezawa et al (Patent No. 5905973) and further in view of Szabo (Patent No. 5954640).**

**As per claim 25,** Allard et al. and Yonezawa et al. teach the limitation of claim 1 for the same reasons as set forth in the foregoing rejection of claim 1. Allard et al. and Yonezawa et al. do not teach the feature of the system being used on a wireless device. However, Szabo teach the wireless device such as hand held device, PDA in the on- line shopping which is the same field with the Allard's system (e.g., see Szabo col. 4 lines 12-31). It would have been obvious to one of ordinary skill in the art, at the time the invention was made, to have modified the shopping list builder of Allard et al. and Yonezawa et al. to include the wireless device of Szabo. The motivation of the combination would have been easy for the users to carry it; and access to the system everywhere.

**4. Claims 32-34 and 40-43 are rejected under 35 U.S.C. 103(a) as being unpatentable over Himmel et al. ["Himmel", US 6211874] in view of Gibson ["Gibson", US 6313854] and further in view of Kaply ["Kaply", US 6,215,490].**

**As per independent claim 32,** Himmel teaches a Web electronic document page displaying simultaneously together a plurality of scrolling sub-framed arrays (col. 7, lines 18-29 and col. 7, lines 46-67 through col. 8, lines 1-36). It is inherent in

Art Unit: 2179

Himmel's system that each sub-framed array is independently and selectively stopped and scrolled at a selective speed by a viewer (using the scrollbar control.)

Himmel does not disclose the plurality of scrolling sub-framed arrays displayed within a single electronic webpage. Gibson discloses a plurality of scrolling sub-framed arrays 112a, 112b and 112c displayed within a single electronic webpage 114 fig. 6; col. 8, lines 6-43). It would have been obvious to an artisan at the time of the invention to use the teaching from Gibson of displaying a plurality of scrolling sub-framed arrays displayed within a single electronic webpage since users can more effectively manipulate and manage the viewable area of the browser while preserving the advantages of frames. Modified Himmel does not disclose each sub-framed array containing a frame containing a plurality of thumbnails and a plurality of independently selectable sub-frames. Kaply discloses a plurality of sub-framed windows containing scrolling arrays, each sub-framed array containing a plurality of thumbnails and a plurality of independently selectable sub-frames (fig. 5A). It would have been obvious to an artisan at the time of the invention to use the teaching from Kaply of including a plurality of thumbnails in each of the sub-framed arrays in modified Himmel's system since the thumbnails would give more of a hint (information) than plain texts.

**As per claim 33**, which is dependent on claim 32, modified Himmel does not disclose when a page loads for a first time a default category selected by a website operator is displayed, and when the page loads for a time other than the first time, a category corresponding to the category last viewed by the viewer when they accessed the page is displayed. It is inherent in Himmel's web-based system that when a multi-

Art Unit: 2179

frame web page is loaded for the first time, the default category frame is loaded and when the page is loaded for a time other than the first time, by hitting the back button, a category corresponding to the category last viewed by the viewer when they accessed the page is displayed.

**As per claim 34**, which is dependent on claim 32, modified Himmel does not disclose each sub-framed array includes a progress bar indicating how much of the total array has been viewed, the bar also indicating the beginning and end of the sub-frame array. Kaply discloses the two vertical and horizontal scrollbars with the progress bars 160 in fig. 4. It would have been obvious to an artisan at the time of the invention to use the teaching from Kaply of including a progress bar in each sub-frame array indicating how much of the total array has been viewed and indicating the beginning and end of the sub-frame array in the modified Himmel's system since it would help the users to know where they are in the arrays of the thumbnails.

**As per claim 40**, which is dependent on claim 32, modified Himmel does not disclose when a viewer removes a cursor from a thumbnail; the sub-frame array in which the thumbnail resides resumes scrolling. Kaply's system in fig. 58 implies that when the viewer removes the cursor from a thumbnail in order to scroll the scrollbar, the array in which the thumbnail resides resumes scrolling. It would have been obvious to an artisan at the time of the invention to use the teaching from Kaply of removing a cursor from a thumbnail, the sub-frame array in which the thumbnail resides resumes scrolling since the array would reveal to the viewer more available thumbnails.

**As per claims 41, 42, and 43**, which are all dependent on claim 32, it is inherent in Himmel's window system that the position of the thumbnail relative to the sub-frame array is selectively controllable by the viewer or a website operator;

the enlarged image of the thumbnail can be selectively programmed to remain on-screen, be minimized or pushed to the background; the page can display any desired number of sub-frame arrays of interest, the sub-frame arrays able to be manually or automatically extended beyond the screen, scrolled horizontally and vertically, or resized so that all of the sub-frames are viewable.

**5. Claim 35 is rejected under 35 U.S.C. 103(a) as being unpatentable over Himmel in view of Gibson and Kaply and further in view of Gavron et al ("Gavron", "How To Use Microsoft Windows NT 4 Workstation").**

**As per claim 35**, which is dependent on claim 32, modified Himmel does not disclose when a viewer moves a cursor to a thumbnail of interest, the sub-frame array stops rolling and high level information regarding the thumbnail appears in a dialog box positioned approximate to the thumbnail of interest. Kaply's system in fig. 4 implies that when the users do not scroll the array and move the cursor to a thumbnail of interest, the array stops rolling. Gavron discloses that in his figures in steps 3 and 5 page 105. When the user moves a mouse over a window thumbnail icon, information associated with that icon pop up in a dialog box that positioned approximate to that icon. It would have been obvious to an artisan at the time of the invention to use the teaching from

Art Unit: 2179

Kaply and Gavron of moving a cursor to a thumbnail of interest, the sub-frame array stops rolling and high level information regarding the thumbnail appears in a dialog box positioned approximate to the thumbnail of interest in modified Himmel's system since the dialog box associated with the interested thumbnail would give brief information about the thumbnail quickly.

**6. Claim 36 is rejected under 35 U.S.C. 103(a) as being unpatentable over Himmel in view of Gibson and Kaply and further in view of Tang et al [US. 5,793,365].**

**As per claim 36**, which is dependent on claim 32, modified Himmel does not disclose selecting a thumbnail of interest results in a larger image of the thumbnail appearing with more detailed information in a sub-frame that the viewer can scroll manually or that can be automatically scrolled. Tang discloses when selecting on the interested thumbnail 26 of fig. 5, the larger image of thumbnail appeared with more detailed information and the viewer can scroll that sub-frame by the scrollbar (fig. 6). It would have been obvious to an artisan at the time of the invention to use the teaching from Tang of selecting a thumbnail of interest results in a larger image of the thumbnail appearing with more detailed information in a sub-frame that the viewer can scroll manually or that can be automatically scrolled in modified Himmel's system since the sub-frame would give more detailed information associated with the selected thumbnail, ~~and at the same time it would occupy only a small window estate.~~ and at the same time it would occupy only a small window estate.



Art Unit: 2179

**7. Claims 37-39 are rejected under 35 U.S.C. 103(a) as being unpatentable over Himmel in view of Gibson and Kaply and further in view of Itoh [US. 5,966,122].**

**As per claims 37 and 38**, which are dependent on claim 32 and 37 respectively, modified Himmel does not disclose when a viewer selects a thumbnail of interest, a border surrounding the thumbnail being highlighted wherein a color of the highlighted border changes to indicate that the image has been selected and viewed. Itoh discloses that in col. 11, lines 14-19. It would have been obvious to an artisan at the time of the invention to use the teaching from Itoh of coloring the highlighted thumbnail border in modified Himmel's system since it would clearly identify the selected thumbnail.

**As per claim 39**, which is dependent on claim 38, modified Himmel does not disclose after viewing the thumbnail the viewer being not interested in the selected thumbnail, the viewer can close the image and the color of the highlighted border changes or disappears to indicate that the thumbnail was viewed but of no further interest to the viewer. Itoh discloses the border of the selected thumbnail being highlight in color (col. 11, lines 14-19. He does not specifically disclose, but his system implies that after the viewer closes the image, the color of the highlighted border changes or disappears to indicate that the thumbnail was viewed but of no further interest to the viewer. It would have been obvious to an artisan at the time of the invention to use the teaching from Itoh of closing the image causing the color of the highlighted border

Art Unit: 2179

changes or disappears in modified Himmel's system since it would inform the viewer that the thumbnail is no longer selected.

**8. Claim 44 is rejected under 35 U.S.C. 103(a) as being unpatentable over Himmel in view of Gibson and Kaply and further in view of Moore et al. [US. 6,330,575].**

As per claim 44, which is dependent on claim 32, Himmel's system of sub-frame arrays windows (in fig. 5C) inherently indicates that they could be selected and enlarged. Modified Himmel does not disclose the sub-frames can include transactional commands to process a commercial transaction. Moore discloses that in (fig. 15). It would have been obvious to an artisan at the time of the invention to use the teaching from Moore of including transactional commands to process a commercial transaction since it would allow the user to process the commercial transaction immediately after viewing an interested thumbnail.

**9. Claim 45 is rejected under 35 U.S.C. 103(a) as being unpatentable over Himmel in view of Gibson and Kaply and further in view of Collins-Rector et al. [US. 6,188,398].**

As per claim 45, which is dependent on claim 32, modified Himmel does not disclose the thumbnails display advertising. Collins-Rector discloses that in fig. 2. It

Art Unit: 2179

would have been obvious to an artisan at the time of the invention to use the teaching from Collins-Rector of displaying advertising in the thumbnails in modified Himmel's system since it would cause attention from the users.

**10. Claim 46 is rejected under 35 U.S.C. 103(a) as being unpatentable over Himmel in view of Gibson and Kaply and further in view of Applicant's admitted prior art.**

**As per claim 46**, which is dependent on claim 32, modified Himmel does not disclose the webpage including at least one textual link and at least one graphical link, each link representing a different category of information. The application prior art cited in fig. 3A of shows that user could link to different categories by clicking on textual link "Antiques" and graphical link "Sell your Item". It would have been obvious to an artisan at the time of the invention to use the teaching of including at least one textual link and at least one graphical link, each link representing a different category of information in modified Himmel's system since it would vary the presentation of the pages and make the pages more interesting to the viewers.

**11. Claim 47 is rejected under 35 U.S.C. 103(a) as being unpatentable over Himmel in view of Gibson, Kaply and Applicant's admitted prior art and further in view of Iyengar et al. ("Iyengar", US 6360205).**

Art Unit: 2179

**As per claim 47**, which is dependent on claim 46, modified Himmel does not disclose the webpage including at least one control element for controlling the textual and graphical links, Iyengar discloses multiple control elements for controlling the different flight links in fig. 8. It would have been obvious to an artisan at the time of the invention to use the teaching from Iyengar of including at least one control element for controlling the textual and graphical links in modified Himmel's system to give the user more criteria to filter out the linked pages.

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mylinh Tran. The examiner can normally be reached on Mon - Thu from 7:00AM to 3:00PM at 571-272-4141.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Weilun Lo, can be reached at 571-272-4847.

The fax phone numbers for the organization where this application or proceeding is assigned are as follows:

571-273-8300

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see

Art Unit: 2179

<http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Mylinh Tran

Art Unit 2179

/Wendy Garber/

Director, TC 2100